

3E ENTERTAINMENT · Sponsorship proposal

# DTFEST 2026

*The largest Nepali cultural festival in the U.S.*

DTFEST Partnership opportunity · Presented by 3E Entertainment

OCT 11, 2026 · ONE LOUDOUN · ASHBURN, VA

*Encourage. Engage. Empower. Through Culture.*





## WHY DTFEST

# More than a festival — a celebration of identity.

DTFEST is where Nepal comes alive in the heart of the DMV. Created to unite the Nepali diaspora during Dashain and Tihar, the festival brings families, friends, and communities together to celebrate our traditions, music, food, and shared heritage.

It's more than an event — it's a movement to preserve culture, strengthen connections, and inspire the next generation to stay rooted in who they are.

### Encourage

Pride in Nepali identity, language, music, and creativity.

### Engage

Shared experiences connecting youth, parents, and elders.

### Empower

Platforms for artists and youth to lead and participate.

# Reach that moves with the crowd.

**10,000+**

**On-Site Attendees**

DTFEST 2026 · One Loudoun

**200,000+**

**Digital Impressions**

Pre / during / post campaign

**20,000+**

**Email & SMS Subscribers**

3E direct-marketing audience

**500,000+**

**Total Marketing Reach**

Diaspora + South Asian network



# The day comes alive.

## Main-Stage Concert

Leading Nepali artists, world-class sound and lighting.

## Cultural Performances

Traditional dance, folk music, and storytelling.

## Colorful Kite Festival

A sky full of kites — joy, celebration, togetherness.

## Art & Heritage Showcase

Curated Nepali creativity and the Kumari Rath Yatra.

## Food & Market Village

Momos, sel roti, and a marketplace of Nepali brands.

## Family & Kids' Zone

Games, crafts, workshops — fun for every age.

## Youth Competitions

Dance battles, singing contests, cultural showcases.

## Beer Garden & Lounge

Premium hospitality for adult guests and VIPs.



ON AIR · DAY-OF DTFEST

# Live-streamed to hundreds of thousands.

*Your logo lives on every frame.*



## Streamed everywhere your audience lives.

### YouTube Live

Multi-cam, 1080p · primary broadcast

### Facebook Live

DTFest + 3E + community partner pages

### Instagram Live

Vertical clips + sponsor story takeovers

### TikTok Live

Backstage, fan reactions, highlight reels

### X (Twitter)

Real-time clips + simulcast

## Sponsor placement on every broadcast

Lower-third logo · pre-roll bumper · mid-show wipe · end-card thank-you

*Projected combined live + on-demand reach: 250K–400K viewers across platforms.*

# In the spotlight.

*DTFEST and its sponsors get announced — and amplified — across the diaspora's most-followed channels.*

## NEPALESE DIASPORA TIMES

***"DTFEST 2026 announced — biggest outdoor Nepali festival returns to One Loudoun"***

Event Preview · Aug 2026

## ONE LOUDOUN PRESS

***"10,000+ expected at DTFEST as cultural celebration takes center stage in Ashburn"***

Local · Sep 2026

## NEPALI NEWS USA

***"Title Sponsor revealed: [Your Brand] joins 3E Entertainment for landmark 2026 season"***

Sponsorship · Sep 2026

## DMV LIFESTYLE

***"Where to celebrate Dashain & Tihar this year — DTFEST tops the list"***

Things-to-do · Oct 2026

## Sponsors get announced too.

Press releases · joint announcements · social spotlights · podcast mentions · YouTube features · community-network newsletters.

# Why sponsor DTFEST.

## Category Exclusivity

Limited brands per sector. Stand out — never crowded out.

## Cultural Authenticity

Show up where the Nepali diaspora actually gathers.

## 20% Giving Built In

Lead with impact — every dollar funds community programs.

## Live + Digital Reach

Hundreds of thousands across in-person, social, and live stream.

## Year-Round Activation

More than one day — visibility across the full 2026 season.

## Trusted Operator

Two decades of sold-out shows from 3E Entertainment.

# Pick your level. Own the moment.

*Four tiers, custom add-ons, and one shared goal — your brand woven into the biggest Nepali celebration in the U.S.*

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| <div>TITLE</div> <div><i>Presenting partner · category exclusive</i></div> <div><div></div>Investment</div> <div>\$25,000</div> <div>Includes</div> <div>Naming rights · stage · lower-third · all media</div> | <div>PLATINUM</div> <div><i>Premier partner · top-tier integration</i></div> <div><div></div>Investment</div> <div>\$7,000</div> <div>Includes</div> <div>Prime booth · 24 VIP · social takeover day</div> | <div>GOLD</div> <div><i>Prominent partner · multi-event visibility</i></div> <div><div></div>Investment</div> <div>\$5,000</div> <div>Includes</div> <div>Standard booth · 16 passes · 6 social spotlights</div> | <div>SILVER</div> <div><i>Accessible partner · solid community presence</i></div> <div><div></div>Investment</div> <div>\$3,000</div> <div>Includes</div> <div>Sponsor table · 8 passes · 3 social posts</div> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

*À la carte add-ons: \$1,000 – \$2,500 · Custom packages available.*





# TITLE SPONSOR

\$25,000 · 1 partner only

*Own the entire DTFEST. Category exclusive.*

## Everything. Everywhere. All season.

### On-Site & Stage

Naming rights on Main Stage / VIP / Cultural Pavilion. Premier activation zone. Branded welcome arch. 5-minute on-stage welcome address.

### Broadcast & Lower-Third

First-position logo on every live-stream lower third, pre-roll bumper, and end card across YouTube, Facebook, Instagram, TikTok, X.

### Digital Dominance

Min. 20 dedicated social posts · exclusive takeover day · co-branded promo video · logo on every email, SMS, WhatsApp blast.

### VIP & Hospitality

20 VIP passes · dedicated suite · backstage and artist meet-and-greets · first access to attendee contact lists.

### CSR & Legacy

Named lead community partner · co-select 20% Giving recipients · joint press release · first right of refusal on future seasons at locked-in pricing.

# PLATINUM

## SPONSOR

**\$7,000**

*Premier partner with high-visibility integration across the DTFEST.*

### What's included

## Premier visibility, all season long.

### Prime On-Site Activation

Premium booth at DTFEST and tour stops, branded lounge or seating option, entrance signage.

### Stage & Emcee Recognition

Emcee mentions, optional video remarks, main-stage screen rotation.

### Lower-Third Co-Branding

Logo featured on live-stream lower thirds + pre/post-roll for the entire broadcast.

### Dedicated Social Push

Multi-post social campaign across IG, FB, TikTok, X plus email blast inclusion.

### VIP & Hospitality

24 VIP passes, backstage access, attendee insights, giveaway and sampling rights.

### Impact Recap Feature

Featured in the 20% Giving impact report and end-of-season recap reel.

# GOLD

## SPONSOR

# \$5,000

*Prominent multi-event partner with strong visibility below Platinum.*

Listed as Gold Sponsor in the 20% Giving impact summary.

### What's included

## Prominent presence, prime traffic.

### High-Traffic Booth

Standard booth at DTFEST Fest in high-traffic zones; promo at tour events.

### Brand on Screens & Banners

Logo in stage-screen rotation, side banners, and shared sponsor backdrop.

### Live-Stream Logo Card

Group-rotation logo card on the live broadcast plus end-card thank-you.

### Emcee Recognition

Minimum two on-mic mentions per event; inclusion in group thank-you visuals.

### Social & Email Spotlights

At least 6 sponsor spotlights across the season + logo in major newsletter.

### Hospitality

16 passes across events, general festival and networking access.

# SILVER

## SPONSOR

**\$3,000**

*Accessible annual partnership with solid visibility and community presence.*

### What's included

## Strong community presence, smart entry point.

### Sponsor Table / Small Booth

One sponsor table or small booth at DTFEST (sponsor's choice).

### Shared Sponsor Backdrop

Inclusion on shared banner/backdrop and recognized as Silver Sponsor in programs.

### Social Mentions

At least 3 multi-sponsor social posts through the season.

### Website Sponsor Page

Logo on the website sponsor page for the full season.

### Hospitality

8 passes across events selected by sponsor.

### Stage Thank-You

Group thank-you mention from stage and on signage.

Listed in the 20% Giving acknowledgments as Silver Sponsor.



# Build your moment.

*Stack any of these on top of your tier — or grab one on its own for a focused activation.*

## Main Stage

Headline branding on the main performance stage.

## VIP Lounge

Exclusive branding inside the VIP hospitality zone.

## Food Court

Visibility in the highest-traffic area of the festival.

## Cultural Pavilion

Sponsor the heritage and Kumari Rath Yatra showcase.

## Kite Festival

Naming on the iconic sky-full-of-kites moment.

## Photo Booth

Custom-branded photo booth with shareable overlays.

## Kids' Zone

Reach families in a dedicated youth space.

## Program Guide

Logo featured on the printed event program.

## Live-Stream Wipe

Custom mid-show transition card on broadcast.

# 20% of every dollar goes back.

3E pledges 20% of festival earnings to community causes — making your sponsorship a transparent, measurable act of giving.

## Youth Education

Scholarships, mentorship, and skill development.

## Community Development

Programs supporting growth and well-being.

## Culture & Heritage

Preserving Nepali traditions, language, and arts.

## Diaspora Support

Resources for Nepali individuals and families in the U.S.

*"Our events are celebrations — but they're also vehicles for giving, healing, and progress."*



# How we report back.

*Every partnership ends with a post-season report — proof, not promises.*

## Attendance & Demographics

Who showed up — age, geography, household type.

## Live-Stream Analytics

Peak concurrents, total views, average watch time.

## Social Reach & Engagement

Platform-by-platform impressions and interactions.

## Email / SMS Performance

Open rates, click-throughs, and audience growth.

## Photo & Video Assets

Branded highlight reels and on-site placement proof.

## 20% Giving Impact Report

Recipients, dollar amounts, and community stories.





## OUR JOURNEY

# Two decades. Sold-out shows. A legacy of cultural leadership.

3E Entertainment has been shaping Nepali entertainment in the U.S. since approximately 2000 — formally established as 3E in 2021. Every event is engineered to deliver a sold-out, large-scale experience.

Global Nepal Fest (multi-year · D.C./Baltimore)

Ani Choying Dolma USA Tour

SWAR Live · 2025 New Year's Eve

Nepalese Summerfest Convention

1974 AD Live in Virginia · 1,700+ attendees

DTFEST · annual since 2023

CHOOSE YOUR PATH



# Let's build something worth remembering.

*We're not selling sponsorship — we're inviting partnership in a movement that preserves culture, unites generations, and creates lasting impact.*

**Let's schedule a 30-minute conversation.**

**EMAIL** [info@3etainment.com](mailto:info@3etainment.com)   **PHONE** (833) 383-3783   **WEB** [www.dtfest.com](http://www.dtfest.com)

*Customizable across tiers, add-ons, and focus areas — Youth & Education, Sports, Entrepreneurship, Arts & Culture.*